

SPRING and SUMMER 1966
Penneys

YOUNG DESIGNS...clothes that move;
clothes with precise good looks;
clothes designed to be young in.

YOUNG DESIGNERS...who design
young swinging details; design
with bold bouncy colors.

YOUNG DESIGNERS COLLECTION
designed for Penneys by:
Mary Quant of London,
Mitzou of Madrid,
Ariel of Paris.

Our 1966 Collection
begins on Page 2



J. C. PENNEY Co., Inc., Milwaukee, Wisconsin 53201. Satisfaction guaranteed or your money refunded

ARIEL OF PARIS

Discovery '66: Ariel of Paris presenting her very first collection...EXCLUSIVELY for Penneys!
Designed in France and made in America for the "import" look with true "American" fit.

A BODY-SKIMMING SHAPE of this button-through dress is emphasized by grosgrain trim. In two-ply rayon. Fully lined in acetate-and-rayon taffeta. Dry clean.

Junior sizes: 7, 9, 11, 13, 15. State size when ordering.

Colors: 35 blue/burgundy trim; 25 green/white trim; 78 white/brown trim. State color number-and-name. A 222-5480 D-Wt. 1 lb. 12 oz...15.90

B WOOL SUIT with notched-collar jacket — A-line skirt. Both fully lined in acetate crepe. Dry clean. Charge it—see page 521.

Junior sizes: 5, 7, 9, 11, 13, 15. State size when ordering.

Colors: 17 yellow; 01 pink. State color number-and-name.

A 265-1701 D-Wt. 2 lbs. 11 oz..34.90



BONNET in rough straw. Trimmed with rayon grosgrain ribbon. Fits head sizes 21 3/4 in. to 22 1/2 in. Wt. 1 lb.

Colors: 78 white; 37 navy blue. State color number-and-name. A 107-0747 C7.00

HEART-SHAPED SUNGLASSES with simulated tortoise shell frames of plastic. Smoke-colored ground glass lenses. Wt. 2 oz.

A 640-1210 A4.98

CHARGE IT—See page 521.



The sunlit gardens of the Tuilleries Palace, Paris.



The apse of Notre Dame, Paris.



In the Place Vendôme, Paris.

C WOOL-AND-NYLON BOUCLÉ COAT —lined in acetate taffeta. Mock pockets, aslant, conceal two in-seam pockets. Dry clean. Charge it—see page 521.

Junior sizes: 5, 7, 9, 11, 13, 15. State size when ordering.

Colors: 52 light camel; 24 lt. green; 35 blue. State color number-and-name. A 263-1745 D-Wt. 3 lbs. 3 oz.....24.90

D VARIATIONS IN WHITE start with the dashing two-piece suit. Jacket cuffed and buttoned atop an A-line skirt. In blend of Arnel® triacetate and Avron® rayon—fully acetate lined. For a change of pace, buy bell-bottomed pants styled exactly to match suit. Dry clean. Charge it—see page 521.

Junior sizes: 5, 7, 9, 11, 13, 15. State size when ordering.

Two-Piece Suit (Jacket and Skirt). A 265-1693 B-Wt. 2 lbs. 8 oz.....26.90
 The Pants. For sizes, see above. A 265-0034 B-Wt. 1 lb. 2 oz.....7.90

E MOCK TURTLE-NECK ribbed sweater in cotton knit. Dry clean. In navy.

Junior sizes: S (5-7), M (9-11), L (13-15). State S, M, L when ordering. A 251-0931 B-Wt. 4 oz.....3.90



D

E

F

Penneys 3



C

A

B

D



MARY QUANT OF LONDON

The Livelier-Than-Ever Look from Mary Quant of London. Free-wheeling designs in bright, explosive colors... carefree fabrics. Designed in England, made in America for the "import" look with "American" fit.



Near the village of Thorpe, Surrey.

G
F

15th century manor house in Egham, Surrey.

F THE LIVELY JUMPSUIT takes to bold double stitching. Detachable loop-buckle belt. In blend of Dacron® polyester and Avril® rayon. Bodice lined in acetate taffeta. Dry clean. In red.

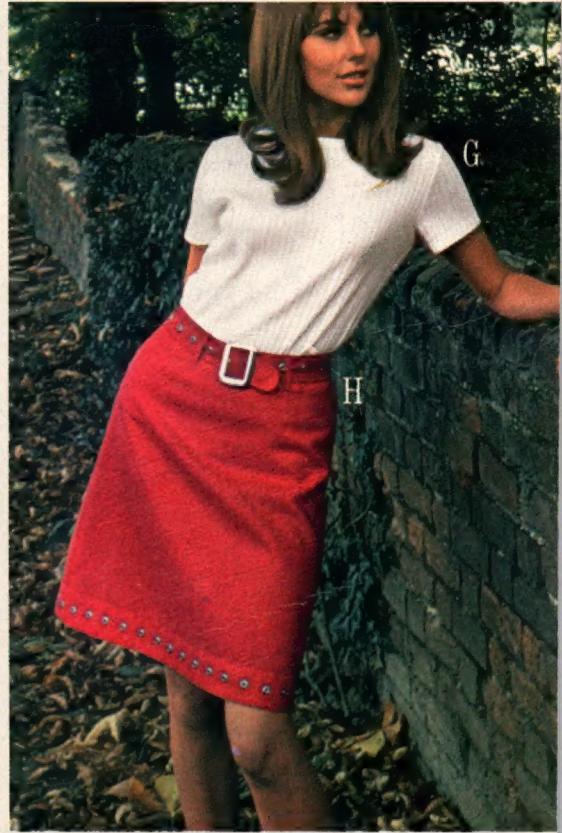
Junior sizes: 5, 7, 9, 11, 13, 15. State size. A 256-2379 B-Wt. 1 lb. 2 oz. 13.90

G STRING BEAN SHELL in ribbed cotton knit. Back zipper. Short sleeves. Dry clean.

Junior sizes: Small (5-7), Medium (9-11), Large (13-15). State Small, Medium, Large.

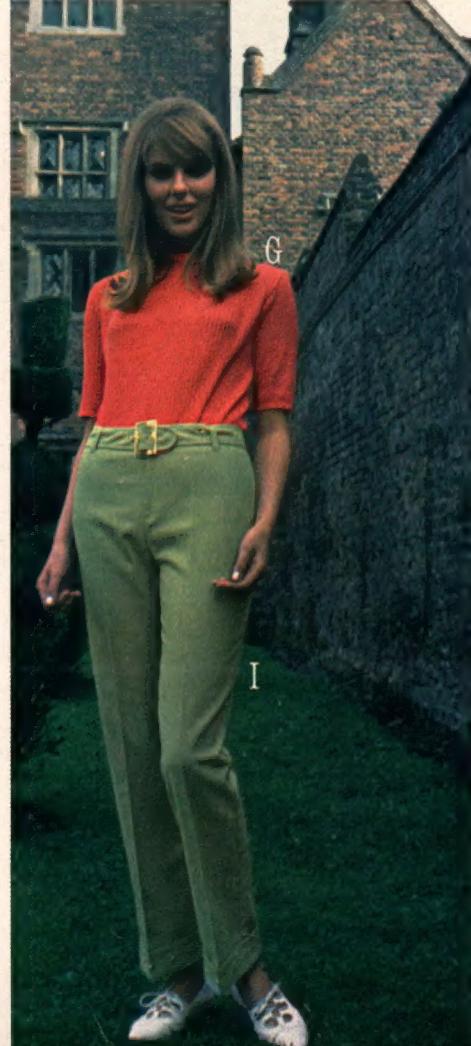
Colors: 78 white; 11 orange; 17 yellow. State color number-and-name.

A 251-0824 D-Wt. 5 oz. 3.90



G
H

Leafy lane on the road to Chertsey, Surrey.



I

H EYE-CATCHING EYELETS rim the hemline of this swinging short skirt. Detachable belt threads through loops at waistline. In Dacron® polyester and Avril® rayon. Dry clean. In red as shown.

Junior sizes: 5, 7, 9, 11, 13, 15. State size. A 253-2257 B-Wt. 5 oz. 7.90

I EYELETS WINK ON CUFFS AND BELT of pants in Arnel® triacetate and cotton denim. Belt is detachable. Dry clean. In green, as shown.

Junior sizes: 5, 7, 9, 11, 13, 15. State size.

A 254-2892 B-Wt. 11 oz. 7.90

E



CHARGE IT—see page 521

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MARY QUANT OF LONDON

The Spirited Look from Mary Quant of London. Designed in England and made in America for the "import" look with "American" fit.

A TWO IN ACCORD—our coat and dress. Contrast edgings and mock pockets highlight their gentle shapings. In wool flannel-acetate lined. Dry clean. Charge it—see page 521.

Junior sizes: 5, 7, 9, 11, 13, 15. State size. Colors: 37 navy/white; 79 pearl gray/white. State color number-and-name. A 265-1677 D—Wt. 3 lbs. 14 oz. 39.90

COIN-SIZED CUT-OUTS on brim give new punch to the wool felt hat. Fits head sizes 21 1/4 in. to 22 1/2 in.

Colors: 03 red; 78 white; 37 navy. State color number-and-name. A 107-0788 C—Wt. 1 lb. 5.00

B NEWS-MAKING KNITTED SUIT with contrast panels lined in acetate taffeta. Hip-hugging skirt and mock belt. Front zipper. Wool jersey bonded to acetate tricot. Dry clean. Charge it—see page 521.

Junior sizes: 5, 7, 9, 11, 13, 15. State size. Colors: 37 navy/red; 78 white/navy. State color number-and-name. A 265-1685 D—Wt. 2 lbs. 3 oz. 24.90

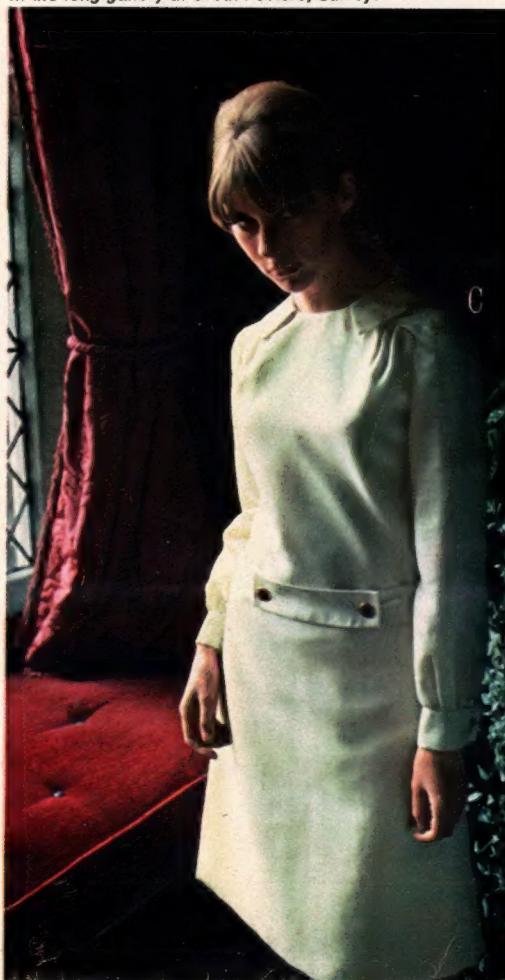


Misty view of Big Ben from Westminster Bridge, London.



In the 15th century gardens of Great Fosters, Surrey.

In the long gallery at Great Fosters, Surrey.



C WIDE-SET COLLAR tops a rayon-and-silk dress. Low-slung belt, cuffs with brass-tone metal button trim. Dry clean. Colors: 78 white; 37 navy blue; 03 red. State color number-and-name.

Junior sizes: 5, 7, 9, 11, 13. State size. A 222-4228 D—Wt. 1 lb. 3 oz. 15.90
Petite Junior: 3, 5, 7, 9, 11. State size. A 222-4244 D—Wt. 1 lb. 3 oz. 15.90

D GREEN SPLICED TO BLUE with nonchalant ease. Wool and Orlon® acrylic knit-bodice lined in acetate taffeta. Belt in white canvas. Dry clean.

Colors: 25 green/blue/white; 11 orange/navy/white; 82 black/brown/white. State color number-and-name. Junior sizes: 5, 7, 9, 11, 13. State size. A 222-5431 D—Wt. 1 lb. 4 oz. 10.90
Petite Junior: 3, 5, 7, 9, 11. State size. A 222-5423 D—Wt. 1 lb. 4 oz. 10.90

E KICKY PLEATS flare out under boldly banded bodice. In Kettlecloth, a blend of cotton and Dacron® polyester. Dry clean.

Colors: 25 green; 03 red; 17 yellow. State color number-and-name. Junior sizes: 5, 7, 9, 11, 13. State size. A 222-5407 D—Wt. 1 lb. 7 oz. 13.90
Petite Junior: 3, 5, 7, 9, 11. State size. A 222-5415 D—Wt. 1 lb. 7 oz. 13.90

TWO-IN-ONE BAG—wear a-sling on the shoulder, or as a belt-bag. In genuine leather with tarnish-resistant chain of anodized aluminum.

Colors: 03 red; 37 navy; 15 bone; 82 black; 78 white. State color number-and-name. A 103-0337 C—Wt. 8 oz. 2.95





D



E

The courtyard of the Royal Palace, Madrid.



B



The bull ring, "Plaza de Toros," Madrid.



THE POUCH—barrel-shaped handbag in grained expanded vinyl. Rayon lined, with zipper pockets, change purse. 1 lb. 1 oz.

Colors: 15 bone; 37 navy blue; 82 black; 78 white. State color number-and-name when ordering.

A 103-0360 C 4.95

THE PUMP—black patent, or bone smooth leather uppers. Leather lined. Leather outsole. 2 1/4-in. heels. Wt. 1 lb. 2 oz.

Sizes: full and half sizes. AA (narrow) 7 to 10. B(medium) 5 1/2 to 10. State size and width.

A 602-5076 E—Black
A 602-5084 E—Bone 9.88

C



Toledo garden of famed painter, El Greco.

D



MITZOU OF MADRID

The Gentle, Subtle Shapings of Mitzou of Madrid. Designed in Spain, made in America to give you the "import" look with "American" fit.

A CLEAN-CUT COAT—set off with braid trim on collar and cuffs. Self buttons. In wool-and-nylon blend, lined in acetate taffeta. Dry clean.

Junior sizes: 5, 7, 9, 11, 13, 15. State correct size when ordering.

Colors: 78 white/navy trim; 37 navy/white trim. State color number-and-name when ordering.

A 263-1711 D—3 lbs. 15 oz. 39.90

B A FLING OF PLAID seamed into a dashing cape suit—broadly banded in braid. Short-sleeved shell echoes the trim at neck. Slim-lined skirt. In blend of wool, acrylic and cotton-lined in acetate taffeta. Dry clean. As shown.

Junior sizes: 5, 7, 9, 11, 13, 15. State correct size when ordering.

A 265-1719 B—3 lbs. 9 oz. 29.90

C CURVING SEAMS gently shape the collarless jacket of this 3-piece ensemble. Beneath, a button-studded, mandarin-collared shell. Slim skirt with elasticized waistband. Acrilan® acrylic knit bonded to acetate tricot. Dry clean.

Junior/Misses sizes: 7/8, 9/10, 11/12, 13/14, 15/16. State size.

Colors: 35 blue/white; 09 melon/white; 17 yellow/white. State color number-and-name when ordering.

A 265-1735 D—1 lb. 15 oz. 19.90

D DOUBLE-BREASTED SUIT in a blend of viscose rayon, nylon and acrylic bonded to acetate tricot. Both skirt and jacket are lined with acetate taffeta. Dry clean.

Junior sizes: 5, 7, 9, 11, 13, 15. State correct size when ordering.

Colors: 30 blue-green; 01 pink. State color number-and-name.

A 265-1727 D—2 lbs. 3 oz. 22.90

THE CLOCHE—takes to dimples, in rayon with a straw-like look. Stitched brim, grosgrain ribbon. Fits head-sizes 21 1/4 in. to 22 1/2 in. Wt. 1 lb.

Colors: 82 black; 78 white; 15 bone; 37 navy blue. State color number-and-name when ordering.

A 107-0796 C 6.00

CHARGE IT—see page 521

*It's the YOUNG LOOK
call it bright, call it fresh, call it lively
... we call it: YOUNG JUNIOR*

*Young
Juniors*

A PERT STAND-AWAY COLLAR tops a sleek, free-fitting coat created to put the Young Junior in an elegant mood. Our trim coat goes everywhere—does it in a blend of 85% wool, 15% nylon. Smart stitching edges the collar and sleeves. Buttoned big, marked by two slant pockets. Lined in acetate taffeta. Dry clean. *Charge it—see page 521.*

Colors: 78 white; 35 med. blue; 17 yellow. State color number-and-name.

Young Juniors: 7, 9, 11, 13, 15. Be sure to state correct size.

A 263-1539 D—2 lbs. 8 oz....19.80

Young Petite Juniors: 5, 7, 9, 11. Please state correct size.

A 263-1067 D—2 lbs. 8 oz....19.80

*A different look doesn't mean a different size...
Young Junior sizes are identical to Junior sizes.
Young Petite Junior sizes are the same as Petite Juniors.
Order your usual Junior or Petite Junior size.
If in doubt, see Junior and Petite Junior chart, pages 540, 541.*

B ON THE STRAIGHT AND NARROW —a slim sprig of a coat fashioned in pure wool. It's the crisp, fresh look—going everywhere she goes this spring. Slash pockets concealed in figure-skimming front parallel seaming. Buttons on the double. Smart set-back collar. Fully lined in acetate taffeta. Dry clean. *Charge it—see page 521.*

Colors: 33 powder blue (shown); 78 white; 37 navy blue. State color number-and-name. State size listed below.

Young Juniors: 5, 7, 9, 11, 13, 15.

A 263-0895 D—3 lbs. 6 oz....24.80

Young Petite Juniors: 3, 5, 7, 9, 11, 13. Be sure to state size.

A 263-0952 D—3 lbs. 2 oz....24.80

C JUNIORS DO A DOUBLE-TAKE in checks and solids! The spirited coat is checked out for the fun life in 75% wool, 20% nylon, 5% polyester. Topped with a solid white club collar—softly bowed and welt pocketed. Slim sheath tags along or does a beautiful solo. In rayon-and-cotton—back zippered. Coat is lined in acetate taffeta. Dry clean. *Charge it—see page 521.*

Colors: 37 navy blue/white; 82 black/white. State color number-and-name. State size listed below.

Young Juniors: 5, 7, 9, 11, 13, 15.

A 265-0570 D—3 lbs. 13 oz....29.80

Young Petite Juniors: 3, 5, 7, 9, 11, 13.

A 265-0588 D—3 lbs. 13 oz....29.80



A A BIT OF NAUTICAL WHIMSY spices our smart sailor-style coat—designed to wear whatever the weather! Rows of contrast trimming skim around the nautical collar and sleeve cuffs. Take a turn to the back and spot the button-trimmed belt perched up high. Styled in durable, water-repellent satin-twill in a blend of rayon-and-cotton. Fully lined in acetate taffeta. Dry clean.

Young Petite Junior sizes: 3, 5, 7, 9, 11, 13. Be sure to state correct size when you order.

Colors: 37 navy blue (shown); 82 black. Please be sure to state color number-and-name desired when you are placing your catalog order.

A 261-0905 D—2 lbs. 2 oz.... 10.80

B CURLS ARE THE KEYNOTE in this skinny little coat. Parallel seams, front and back, trace a slim line. Pockets fit right into front seaming. Twin-buttoned in gold-tone for added zest. Button-trimmed back belt. Fabric is a textured blend of 45% cotton, 28% rayon, 27% wool—laminated to polyurethane foam for shape retention. Acetate taffeta lined. Dry clean.

Colors: 17 yellow; 78 white; 34 lt. blue. State color number-name.

Young Juniors: 5, 7, 9, 11, 13, 15. Be sure to state correct size.

A 263-1224 D—3 lbs. 3 oz.... 17.80

Young Petite Juniors: 3, 5, 7, 9, 11, 13. Please state correct size.

A 263-1216 D—3 lbs. 3 oz.... 17.80

C A FLEET OF PLEATS underscores this fresh, on-the-go trio. The cardigan-style jacket is squared and smart—dotted with two mock pockets, sparked with white sleeve cuffs. Showing up beneath: a white sleeveless blouse styled with club collar, pert bow. Box-pleated skirt to match. All in 100% rayon. Jacket lined in acetate taffeta. Dry clean. *Charge it—see page 521.*

Colors: 37 navy blue; 01 pink. Be sure to state color number-and-name.

Young Juniors: 5, 7, 9, 11, 13, 15. Please state correct size.

A 265-0604 D—2 lbs. 7 oz.... 19.80

Young Petite Juniors: 3, 5, 7, 9, 11, 13. Be sure to state size.

A 265-0612 D—2 lbs. 7 oz.... 19.80

D TAKE A SHINE TO FASHION in gay woven tattersall plaid! Rain-or-shine coat is colored bright—features the new shirtwaist silhouette. Tiny buttons dot the front; stitching edges collar. Note the slash pockets, set-in sleeves. In a durable, water-repellent blend of 33 1/3% wool, 33 1/3% nylon, 33 1/3% Orion® acrylic—laminated to polyurethane foam for shape retention. Acetate taffeta lined. Dry clean.

Colors: 03 red; 52 beige. State color number-name. State size below.

Young Juniors: 5, 7, 9, 11, 13, 15.

A 261-0327 D—2 lbs. 2 oz.... 17.80

Young Petite Juniors: 3, 5, 7, 9, 11, 13. State correct size.

A 261-0533 D—2 lbs. 2 oz.... 17.80

CHARGE IT—see page 521.

Hats shown are sold on pages 92, 93.

How to Measure—pages 540, 541.



Swimsuits 'n' Separates

spanking new for sea and sun

Young Junior Sizes

Order Size	5	7	9	11	13	15
If bust is	29 1/2	30 1/2	32	33 1/2	35	36 1/2
If waist is	21	22	23	24 1/2	26	27 1/2
If hips are	32	33	34	35	37	38 1/2

*If in doubt about size, see
How To Measure on pages 540, 541.*

A & B PAIRING OFF—piqué and gingham. Perfect for beach or play. Daisies punctuate rows of ruffles on swimsuit and shift. Both of hand-washable 100% cotton.

Colors: 01 pink; 34 lt. blue. State color number-and-name when placing your catalog order.

[A] Two-Piece Swimsuit. Piqué scoop-necked, high-rise top bares the midriff for sun exposure. Foam rubber cups. Gingham check shorts have flattering boy-leg look and back zipper.

Young Junior sizes: 5, 7, 9, 11, 13, 15. State size when ordering.

A 258-1023 D—Wt. 8 oz. 12.88

[B] Sun-Shelter Shift is a cool cone of cotton piqué. Gingham-trimmed neckline. Frilled short sleeves. Easy to slip into with full back zipper.

Young Junior sizes: Small(5-7), Medium (9-11), Large (13-15). State Small, Medium, or Large.

A 258-1015 D—Wt. 1 lb. 8.94

C & D THE RED ZIPPER is locking up one of the greatest looks for summer. Two-piece and matching parka of 100% cotton striped seersucker. Hand washable for easy care. Gray/white/red combination.

[C] Striped with Spirit! Two-piece swimsuit rimmed in red. Brief top with skinny tie-straps and foam rubber bra. Hip-huggers with side zipper for looks, back zipper for real.

Young Junior Sizes: 5, 7, 9, 11, 13, 15. State size when ordering.

A 258-1122 B—Wt. 8 oz. 12.88

[D] The Parka with Punch! Red zipper dashes across front on the diagonal. Snap closing at neck and elasticized cuffs on long sleeves cuddle you from cool beach breezes.

Young Junior sizes: Small (5-7), Medium (9-11), Large (13-15). State Small, Medium, or Large when placing your catalog order

A 258-1031 B—Wt. 9 oz. 6.94

E & F THE WET SET shows designer influence. Swimsuit and shift boldly bound in black and white. Hand-washable cotton. Black and white.

[E] Black Two-piece bound in white. Foam rubber inner bra. Back zipper.

Young Junior sizes: 5, 7, 9, 11, 13, 15. State size when ordering.

A 258-1007 B—Wt. 8 oz. 12.88

[F] White Duck Shift bound in black.

Young Junior sizes: Small (5-7), Medium (9-11), Large (13-15). State Small, Medium, or Large.

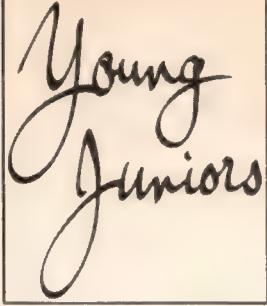
A 258-1171 B—Wt. 14 oz. 4.94

G ALOHA TO THE HAWAIIAN LOOK in a three-piece suit that will turn beach parties into luau. Bikini with side-ties. Brief bra. Knee pants with drawstring waist. Hand-washable cotton.

Young Juniors: 5, 7, 9, 11, 13, 15. **Colors:** 30 turquoise/green; 01 pink/orange. **State size, color number-name.**

A 258-1049 D—12 oz. Set 11.88





SMASHING SEPARATES for spring and summer. In three different, dashing looks to suit your every mood—fancy, casual, boldly tailored. Co-ordinated pieces pair or switch in seconds.

Young Junior sizes: 5, 7, 9, 11, 13, 15 (except [H]). State size.

A to C PRIM BUT WILDLY PRETTY! The fanciful look with frills shyly trimming shirt and shift. Printed pants and shift of 50% Fortrel® polyester and 50% cotton. Hand washable for easy care. Needs little ironing. In navy combination only.

[A] Ruffles Romance 'round collar and cuffs and down the front. Long-sleeved shirt buttons at wrists. Hemmed to be worn in or out. 100% cotton woven with subtle dots. Hand wash. White. A 257-4044 B—Wt. 5 oz. 4.94

[B] Pert Print Pants are lean and long with contoured "no waistband" look. Accented by white "marshmallow" vinyl belt. Back zipper. A 257-4051 B—Wt. 7 oz. 5.94

[C] Ruffles-Go-Round white collar on a slim little shift. Empire waist accented with bow tie, and adjusts to fit the way you want. Back zipper. A 257-4069 B—Wt. 12 oz. 8.94

D to G WHERE HAVE ALL THE FLOWERS GONE? Small sprigs of posies spring up on Avril® rayon, cotton print. Ruffles smack of smocking on midriff top, blouse, and skirt. Hand wash. Green combination.

[D] Sleeveless Top bares the midriff for high-rise look. Buttons up back. A 257-3996 B—Wt. 3 oz. 3.94

[E] Cool Cotton with a "canvas" look in long-stemmed pants with boldly stitched pockets. Matching print belt. Side zip. Machine wash. Cream white. A 257-4002 B—Wt. 8 oz. 5.94

[F] Self-Bowed Blouse with U neckline, button front. Ruffled cuffs on below-elbow-length sleeves. A 257-3988 B—Wt. 5 oz. 4.94

[G] Slender Skirt in modified A-line look with new short length. Cotton-lined. Self-belt and back zipper. Ruffled hem. A 257-3970 B—Wt. 6 oz. 5.94

H to J HOUNDSTOOTH HEAD-LINES the top-to-toe story. Skirt and shift—white cotton-knit twill, diagonal weave—acetate bonded Vinyl belts. Stretch-knit turtleneck top, stockings of nylon-polyester. Hand wash.

[H] Snazzy is the word for "sweatery" top and stocking set! Both check out in houndstooth. Back zip. Red/white.

Young Junior sizes: Small (5-7), Medium (9-11), Large (13-15). State Small, Medium, or Large. A 257-4010 B—Wt. 6 oz. Set 6.94

[I] A-line, short-length skirt with contoured "no waistband" look. Side zipper. White only, as shown, A 257-4036B—Wt. 9 oz. 5.94

[J] Sleeveless Shift skims knees at new short length. Dips to a V-neckline and zippers down the back. White only. A 257-4028 B—Wt. 14 oz. 6.94

CHARGE IT—see page 521.



Young Juniors

A to C A HINT OF GEOMETRY coordinates our brilliant color-contrasted separates. The pants and skirt in cotton duck echo the Paris influence with bold, stitched-on stripes of yellow and black—each has a belt in the same contrasting colors. Wear them with the daisy-dotted blouse of Lirelle® rayon and cotton for your liveliest outfit yet! Machine wash. Colors as shown.

Sizes: 5, 7, 9, 11, 13, 15. State size.

[A] Long-Sleeve Blouse with Bermuda collar and barrel cuffs.

A 257-3947 B—Wt. 5 oz. 3.94

[B] Bell-Bottom Pants, back zipper.

A 257-3954 B—Wt. 12 oz. 4.94

[C] A-Line Skirt, set-on waistband.

A 257-3962 B—Wt. 8 oz. 3.94

D to F COUNTRY STYLE goes high style in this coordinating trio of rich-textured cotton. The jumper and skirt are styled with bold use of pockets and stitching to define the easy-shaped line. The jumper pockets and yoke are lined with the blouse fabric, as is the partially lined wrap-around skirt. Enjoy these lively mixables. In colors as shown.

Sizes: 5, 7, 9, 11, 13, 15. State size.

[D] Jumper—comes with triangle in same fabric as blouse. Hand wash.

A 257-3921 B—Wt. 13 oz. 8.94

[E] Long-Sleeve Blouse with Bermuda collar, button back. Machine wash.

A 257-3913 B—Wt. 5 oz. 3.94

[F] Wrap-Around Skirt. Hand wash.

A 257-3905 B—Wt. 9 oz. 6.94

G to I GO OVERBOARD FOR ORANGE this year in our beautifully coordinated trio. The suspender-style jumper and self-belted shorts are of Fortrel® polyester and cotton Kettle-cloth. The cotton print blouse goes with either. Machine washable. In colors as shown.

Sizes: 5, 7, 9, 11, 13, 15. State size.

[G] Long-Sleeve Blouse with button-down collar and barrel cuffs.

A 257-3897 B—Wt. 5 oz. 3.94

[H] Bermuda Shorts with fly front concealing Talon Zephyr® zipper.

A 257-3889 B—Wt. 7 oz. 4.94

[I] Suspender-Style Jumper.

A 257-3871 B—Wt. 13 oz. 8.94

CHARGE IT—see page 521



Young Juniors love our swinging A-line skirts

A EASY-SWINGING A-LINE SKIRT with welted seams. No-waistband styling gives that smooth-fitting line. $\frac{3}{4}$ acetate seat lining prevents sagging. Talon Zephyr® non-snag back zipper. In 65% Dacron® polyester and 35% cotton. Hand washable.

Young Juniors: 5, 7, 9, 11, 13, 15. State size.

Colors: 01 pink; 37 navy blue; 34 light blue; 27 loden green. State color number-and-name.

A 253-2240 D—Wt. 7 oz. 3.94

B DRAW-STRING MOCK FRONT CLOSING adds a novel touch to this A-line skirt. No-waistband for a neat, snug fit. Back zipper. 50% Fortrel® polyester and 50% cotton Kettlecloth. Hand washable.

Young Juniors: 5, 7, 9, 11, 13, 15. State size.

Colors: 37 denim navy; 03 denim red. State color number-and-name when ordering.

A 253-0772 D—Wt. 6 oz. 4.94

C CONTRAST PIPING TRIMS AND TAILORS this A-line skirt to the new linear look. 4 contrast-fabric buttons decorate the front. No-waistband styling. Back zipper. Fortrel® polyester and cotton Kettlecloth. Hand washable. Colors with white trim.

Young Juniors: 5, 7, 9, 11, 13, 15. State size.

Colors: 80 gray; 34 lt. blue; 46 claret red. State color number-and-name.

A 253-0764 D—Wt. 7 oz. 5.94

D IT'S THE GEOMETRIC INFLUENCE AGAIN! A-line skirt has contrasting panels on front. Popular no-waistband styling gives that smooth-fitting line. Talon Zephyr® back zipper. Blend of 70% rayon and 30% combed cotton. Hand washable. In navy and white combination as shown.

Young Juniors: 5, 7, 9, 11, 13, 15. State size.

A 253-0731 B—Wt. 8 oz. 5.94

E SKINNY RIBBED KNIT makes the perfect top-ping for all your skirts. It skims and outlines your figure in just the way you want it! Short sleeves. Hand washable.

Sizes: S (7-9), M (11-13), L (15-17). State S, M, L.

Colors: 17 maize; 82 black; 37 navy blue; 78 white; 04 cranberry red; 01 pink; 34 light blue. State color number-and-name when ordering.

A 252-1003 D—Wt. 5 oz. 2.89

F HIP-HUGGING A-LINE STYLING is emphasized by contour vinyl belt. 2 patch pockets on back, yes, back, of skirt! Back zipper. In 65% Dacron® polyester and 35% combed cotton. Hand wash.

Young Juniors: 5, 7, 9, 11, 13, 15. State size.

Colors: 54 brown; 37 navy; 46 burgundy red. State color number-and-name.

A 253-0756 D—Wt. 10 oz. 5.94



*Young
Juniors*

THE YOUNG JUNIOR STORY:
Wide-awake sleep styles . . .
swingy shifts for lounging

A
3.88



B
4.88



A TAHITIAN-TYPE PRINT PAJAMAS—the kicky young look for the Land of Nod! Pert scoop-neck top elasticized underneath, while the overlay flows free 'n' easy. Sleep-shorts tie at the loop-waist with self-belt. In Avril® rayon and cotton. Machine washable.

Young Junior: 7, 9, 11, 13, 15. State size.

Colors: 17 maize/olive green; 04 cranberry red/orange. State color number-and-name.

A 125-3293 D—Shipping weight 9 oz... 3.88

B BEDTIME BELL-BOTTOMS—all the rage for lounging too! Fetching cotton top is elasticized underneath, while the eyelet overlay flows free. Cotton chambray sailor pants have a jaunty self-tie with loops; elasticized at back-waist. Machine wash in warm water.

Young Junior: 7, 9, 11, 13, 15. State size.

Colors: 35 med. blue/white; 02 rose pink/white. Please state color number-and-name.

A 125-3343 D—Shipping weight 9 oz... 4.88

C SHIFT-TO-PANTS SLEEPER—culotte-skirted

A-line shift zips in front, topped with a detachable bow. V-neck top is dotted in front, solid in back. Scarf to match. Dot-print in cotton, solid sections of 50% cotton, 50% Avril® rayon. Carefree machine washable.

Young Junior: 7, 9, 11, 13, 15. State size.

Colors: 01 pink/white; 16 lemon/white. Please state color number-and-name.

A 125-3269 D—Shipping weight 8 oz... 3.88

D WIDE-A- WAKE SLEEP SHIFT, BOOTIES TO MATCH! This Chelsea charmer is ruffled, buttoned, and bowed to suit the most fashionable sleepy-head! Softly gathered yoke tops the high-waisted A-line; dot-top. Bloomers to match. In cotton. Machine wash.

Young Junior: 7, 9, 11, 13, 15. State size.

Colors: 35 med. blue/yellow; 01 pink/green. State color number-and-name.

A 125-3319 D—Shipping weight 6 oz... 3.88

C
3.88



D
3.88



E
3.88

E BILLowy, BUBBly CHARMER—all innocence, from its baby-button shoulders to its grosgrain ribbon tie. Softly gathered yoke divides the dot-print top from the bubbly solid bottom. With snap crotch, elasticized legs. Avril® rayon-and-cotton. Machine wash.

Young Junior: 7, 9, 11, 13, 15. State size.
Colors: 25 green/maize; 03 red/pink. Please state color number-and-name.

A 125-3350 D—Shipping weight 7 oz... 3.88

F FIRECRACKER COLORS spark this lively Tahitian-type print pajama-shift in 100% cotton. Nifty regatta neckline tops the A-line styling. Side slits perked with tiny bows. Bikini panties, smooch sleep-cap to match, included. Machine washable.

Young Junior: 7, 9, 11, 13, 15. State size.
Colors: 03 red/white; 35 med. blue/white. Please state color number-and-name.

A 125-3327 D—Shipping weight 7 oz... 3.88

G SNACK-TIME SLEEPER—a favorite of the pajama-party crowd! Candy-striped cotton barber shirt sports a deep, deep patch pocket with its own "Midnight Snack Menu". Button-front, Peter Pan collar, striped bloomers to match. Machine wash in warm water.

Young Junior: 7, 9, 11, 13, 15. State size.
Colors: 35 blue/white; 01 pink/white. Please state color number-and-name.

A 125-3335 D—Shipping weight 7 oz... 2.88

H THE BABY-DRESS LOOK is brightly captured in our woven plaid cotton shift. Impish smocked yoke is softly gathered for luxurious fullness in the skirt. 3 baby-buttons 'neath the collar. Long back zip. 2 roomy patch pockets; self-belt to wear or not. Machine wash. Plaid color as shown.

Young Junior: 7, 9, 11, 13, 15. Please state size when ordering.

A 126-2054 B—Shipping weight 6 oz... 4.77

I HAIL THE SAILOR SHIFT! Fashion's newest version of an ever-popular theme, done here in crisp cotton duck. Snappy shift style, just slightly fitted, with a wide sailor collar. Striped trim collar, patch pocket. Sailor knot tie, back zipper. Machine wash.

Young Junior: 7, 9, 11, 13, 15. State size.
Colors: 78 white/red trim; 37 navy blue/white trim. State color number-and-name.

A 126-2039 D—Shipping weight 12 oz... 3.88

J MAD-FOR-RUFFLES SHIFT! A flurry of fiery-red butterfly ruffles edged with navy blue crochet, circle the hem and V-neck of this spring-fresh cotton denim shift. Slightly-fitted skimmer features an easy-into back zipper. Easy-care—machine wash. Blue as shown.

Young Junior: 7, 9, 11, 13, 15. State size.
A 126-2047 B—Shipping weight 9 oz... 3.88

CHARGE IT—see page 521



Young Junior Size Equivalent Chart

Order Size	7	9	11	13	15
If Bust measures	31 1/2-32	32 1/2-33 1/2	34-35	35 1/2-36 1/2	37-38
If Hips measure	33 1/2-34	34 1/2-35	35 1/2-36 1/2	37-38	38 1/2-39 1/2

See How-to-Measure, pages 540, 541.



**Young sophistication
on the go—our six-page
spring collection of
dress fashions to live by
... set the pace in!**

Young Junior sizes
are the same as Junior sizes.
Young Petite Juniors
are the same as Petite Juniors.
Order your usual
Junior or Petite Junior size.

A CRANBERRY CONTRAST—
Empire-style voile duster of
Dacron® polyester and cotton has a
white Peter Pan collar, button front.
Sheer covering for the striped acetate-
cotton seersucker sheath. Dress is
sleeveless with bateau neckline,
zipper-back closing. Hand washable.

Young Junior: 5, 7, 9, 11, 13, 15.
State correct size when ordering.
A 222-0150 B—Wt. 1 lb. 6 oz. 13.90

Young Petite Junior: 3, 5, 7, 9, 11.
State correct size.
A 222-0192 B—Wt. 1 lb. 6 oz. 13.90

B FEMININE FANCY always in-
cludes the prettiness of lace. This
one a nylon-acetate blend lined with
rayon taffeta. It's an A-line with Peter
Pan collar, flounced sleeves. Zipper-
back closing. Dry clean.

Colors: 17 yellow; 78 white. State
correct color number-and-name.

Young Junior: 5, 7, 9, 11, 13, 15.
State correct size when ordering.
A 222-0317 D—Wt. 1 lb. 7 oz. 9.90

Young Petite Junior: 3, 5, 7, 9, 11.
State correct size.
A 222-0366 D—Wt. 1 lb. 7 oz. 9.90

C THE BELL SHAPE rounds out your
wardrobe in perfect style—es-
pecially with three rows of cotton
lace. Rayon-and-cotton dress with
self bow, stand-up ruffled collar.
Zipper-back closing. Dry clean.

Colors: 34 lt. blue; 01 lt. pink.
State color number-and-name.

Young Junior: 5, 7, 9, 11, 13, 15.
State correct size when ordering.
A 222-0218 D—Wt. 1 lb. 4 oz. 10.90

Young Petite Junior: 3, 5, 7, 9, 11.
State correct size when ordering.
A 222-0309 D—Wt. 1 lb. 4 oz. 10.90

**HAT SOLD
ON PAGE 93**

A
Also
Petites

B
Also
Petites

C
Also
Petites

**HATS SHOWN
ON FIGURES
(B) AND (C) SOLD
ON PAGE 92**



A VIVID SMOCKING criss-crosses top and sleeves of our two-piece frosted-blue outfit of Dacron® polyester and cotton voile. Double bow accents the white collar. Slightly longer top has a button-back closing. Elasticized-waistband skirt. Outfit self lined (except sleeves). Hand wash.

Young Junior: 5, 7, 9, 11, 13, 15.
State correct size when ordering.
A 222-0382 B—Wt. 1 lb. 2 oz. 10.90

Young Petite Junior: 3, 5, 7, 9, 11.
State correct size.
A 222-0390 B—Wt. 1 lb. 2 oz. 10.90

B CHECKING IN on spring's abundant offerings—a full-skirted seersucker dress in cotton-and-acetate. It's sleeveless with a big round collar, ruffled tab with button and smocking trim. So pretty and comfortable—the kind of dress that brings out spring beauties. Zipper-back closing. Hand washable.

Young Junior: 5, 7, 9, 11, 13, 15.
State correct size when ordering.

Colors: 01 pink/white; 35 med.
blue/white. State color number-
name when ordering.
A 222-0408 D—Wt. 1 lb. 2 oz. 8.90

C HIGH SOCIETY among the young elites—that's our fashion forecast for a beautifully-detailed A-line skimmer. Black and white checked cotton skirt is topped high above the waist with cotton eyelet lace and grosgrain ribbon band. Zipper-back closing. Hand washable.

Young Junior: 5, 7, 9, 11, 13, 15.
State correct size when ordering.
A 222-0424 B—Wt. 1 lb. 2 oz. 11.90

Young Petite Junior: 3, 5, 7, 9, 11.
State correct size.
A 222-0440 B—Wt. 1 lb. 2 oz. 11.90

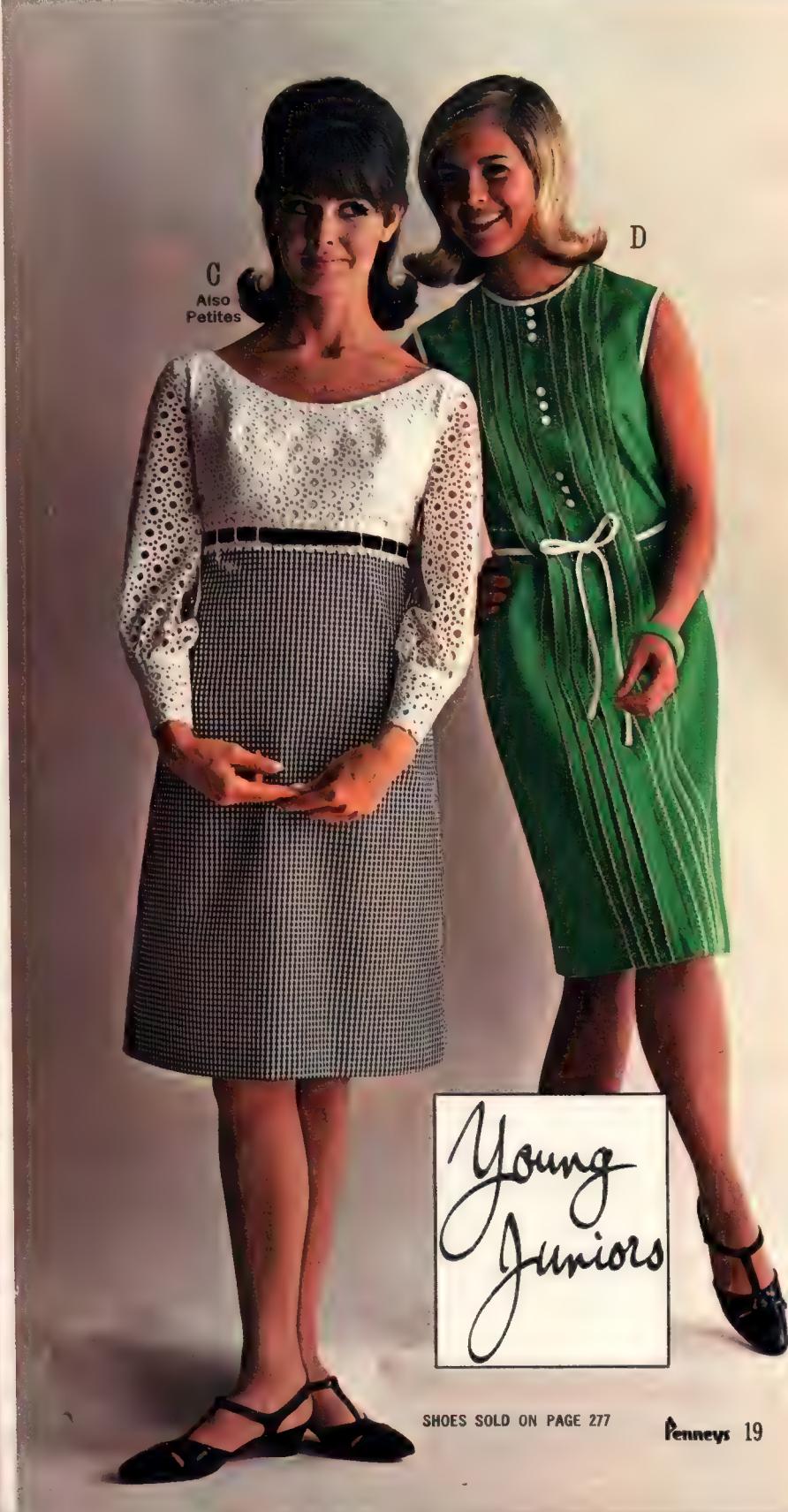
D THE TUCKED SHIFT—sleeveless jewel-neck style in rayon with the look of linen. Tucked from top to bottom, contrast piping and button trim. Looped tie belt. Zipper-back. Hand washable.

Young Junior: 5, 7, 9, 11, 13, 15.
State correct size when ordering.

Colors: 25 green/white; 17 yellow/
navy. State color number-name.
A 222-0655 D—Wt. 1 lb. 6 oz. 9.90

See "How to Measure"
on pages 540, 541

Like it? CHARGE IT—see page 521



SHOES SOLD ON PAGE 277

Penneys 19

The lively look of pleats!

A TAILORED IN TRIPPLICATE—our smart three-piece in gray and white. The brightly buttoned waistit is double-breasted—stated in fine acetate-cotton seersucker. Underneath, a cotton broadcloth blouse with cowl collar and "sailor boy" tie. Completing the picture, there's a permanently pleated skirt of Dacron® polyester, cotton poplin—side zipper closing. Hand wash.

*Young Juniors: 5, 7, 9, 11, 13, 15.
Please state size when ordering.*

A 222-0663 B—1 lb. 14 oz. 8.90

Young Junior sizes are the same as Junior sizes—Young Petite Juniors, the same as regular Petite Juniors. If in doubt about size, see pages 540, 541.

B BIAS FOR THE BLOUSON—neatly stated in two tones. The bodice is bias-striped Arnel® triacetate jersey—cowl-crested and nipped at the waist with a self tie. Back button closing—acetate taffeta-lined. It tops a fluid skirt of permanent pleats in white Arnel sharkskin—side zipper. Hand washable.

*Young Juniors: 5, 7, 9, 11, 13, 15.
Please state size when ordering.*

Colors: 03 red/white; 37 navy/white. State color number-and-name.

A 222-0697 D—1 lb. 6 oz. 9.90



*Young
Juniors*

C THE MIDDY LOOK—in Fortrel® polyester, Avril® rayon poplin. Collar sports tie—roll-up sleeves and button closing to dropped waist. Hip-hugging plastic belt adds a splash of red. Pleated skirt. Hand wash. In cream and navy.

*Young Juniors: 5, 7, 9, 11, 13, 15.
Please state size when ordering.*

A 222-0671 E—1 lb. 11 oz. 8.90

*Young Petite Juniors: 3, 5, 7, 9,
11. Please state size when ordering.*

A 222-0689 B—1 lb. 11 oz. 8.90

E PACKABLE PANCAKE PILLBOX. An exciting new shape that contrasts rayon crown with off-white cotton lace bandeau. Fits head sizes 21 1/4" to 22 1/2".

Colors: 03 coral red; 37 navy blue. Please state color number-and-name.

A 107-0663 C—Shipping weight 1 lb. 3.89

D THE SAILOR LOOK! Overblouse is striped acetate-cotton cord. Solid necktie matches permanently-pleated skirt of Arnel® triacetate, rayon—side zipper. Hand washable.

*Colors: 17 yellow; 35 medium blue.
State color number-and-name.*

*Young Juniors: 5, 7, 9, 11, 13, 15.
Please state size when ordering.*

A 222-0713 D—1 lb. 6 oz. 7.90

*Young Petite Juniors: 3, 5, 7, 9,
11. Please state size when ordering.*

A 222-0721 D—1 lb. 6 oz. 7.90



Fashion code...with dash and dots

All four styles on this page also available in Young Petite Junior sizes

A DOTTED TIE AND DICKEY provide a bright color contrast for our nautical-look sheath dress of Avril® rayon, cotton poplin. The accent's at the sailor collar with a streamer necktie and set-in dickey with bright button trim—polka-dot printed cotton. Back zipper closing to below the waist. Hand washable for easy care. In red, white and blue.

Young Juniors: 5, 7, 9, 11, 13, 15.
Please state size when ordering.
A 222-0739 B—1 lb. 3 oz. 5.84

Young Petite Juniors: 3, 5, 7, 9,
11. Please state size when ordering.
A 222-0861 B—1 lb. 3 oz. 5.84

B THE "IN" LOOK—spring fresh in white! It's styled with empire waistline—fashioned in crisp-textured rayon with the look of linen. For a bright contrast, add the polka-dot frogs and Peter Pan collar of printed cotton. Back zipper to below the waist. Hand washable.

Trim colors: 25 green; 03 red.
State color number-and-name.

Young Juniors: 5, 7, 9, 11, 13, 15.
Please state size when ordering.
A 222-0879 D—1 lb. 4 oz. 6.84

Young Petite Juniors: 3, 5, 7, 9,
11. Please state size when ordering.
A 222-5209 D—1 lb. 4 oz. 6.84

C SCRAMBLED LOOK—a two-tone dress fashioned in printed cotton. The button-front bodice has softly ruffled collar and cuffs—makes its points clearly with black dots. The skirt reverses the look by putting white dots on black. To make the distinction clear, add the pink-splashed ribbon belt of rayon grosgrain at raised waist. Hand wash.

Young Juniors: 5, 7, 9, 11, 13, 15.
Please state size when ordering.
A 222-0911 B—1 lb. 5.84

Young Petite Juniors: 3, 5, 7, 9,
11. Please state size when ordering.
A 222-0929 B—1 lb. 5.84

D SUSPENDER LOOK—two-tone fashion with fancy-free ways! The button-attached suspenders cross in back—match the solid cotton poplin A-line skirt. The polka-dotted, shirt-styled bodice has a long look—button tab to low waist. Bermuda collar, button cuffs. Hand wash.

Colors: 84 gold; 35 medium blue.
State color number-and-name.

Young Juniors: 5, 7, 9, 11, 13, 15.
Please state size when ordering.
A 222-0887 D—1 lb. 5.84

Young Petite Juniors: 3, 5, 7, 9,
11. Please state size when ordering.
A 222-0895 D—1 lb. 5.84



Young Juniors

All dresses also in Young Petite Junior sizes.

A GATHER 'ROUND THE "GRANNY" DRESS, GIRLS—it's quite the thing. Granny's comfortably-casual story told several young-years ahead. We relate it to you in a bright polka-dot version of cotton and Zantrel® Polynesian® rayon—the perfect choice for parties, dancing, just plain relaxing. So go ahead, get together with new-fashioned fun—as leader of your style set, it's a must! Both versions with zipper-back closings. Hand washable. See sizes on opposite, page 23. Shpg. wt. 1 lb. 1 oz. Colors: 24 lt. green/white; 01 pink/white. *State color number-and-name.*

A 222-5308 D—Young Junior, long dress..... 6.84
 A 222-1026 D—Young Junior, short dress..... 5.84
 A 222-5290 D—Young Petite Junior, long dress..... 6.84
 A 222-1034 D—Young Petite Junior, short dress..... 5.84

STATE SIZE WHEN ORDERING—SEE OPPOSITE, PAGE 23 FOR SIZES.

B COVER STORY—ruffled cotton lace bib and a contrasting bow fashion the front of a cotton piqué dress. Sleeveless shift style with zipper-back closing. Hand washable. See sizes—opposite, page 23. Wt. 1 lb. 5 oz.
 A 222-1067 B—Young Junior..... 7.84
 A 222-5282 B—Young Petite Junior..... 7.84

C SHIFT-AND-STOCKINGS DUO give total coverage for the young junior. Woven-plaid cotton dress in navy, over-the-knee stockings in navy stretch nylon—one size stretches to fit all. Zipper-back dress. Hand washable. See sizes—opposite, page 23. Shpg. wt. 1 lb. 5 oz.
 A 222-1042 B—Young Junior..... 7.84
 A 222-1059 B—Young Petite Junior..... 7.84





All dresses on pages 22-23 in sizes—
Young Junior: 5, 7, 9, 11, 13, 15.
Young Petite Junior: 3, 5, 7, 9, 11.
State correct size when ordering.

A THREE-PART FASHION LESSON begins with the classic cotton blouse—button front, roll-up sleeves, necktie. Dan River® does the rest in a red woven-plaid cotton. Button-back jacket over slim A-line skirt. Inverted front pleat, side zipper. Hand washable. Shpg. wt. 1 lb. 5 oz.
A 222-0952 B—Young Junior 7.84
A 222-0960 B—Young Petite Junior 7.84

B THE BELTED STRIPED TOP comes below the waist, brightly buttoned and bowed. In acetate-cotton seersucker. Underneath, a slim cotton skirt. Zipper-back top, side-zippered skirt. Hand wash. In Black/white. 1 lb. 6 oz.
A 222-0986 B—Young Junior 6.84
A 222-0994 B—Young Petite Junior 6.84

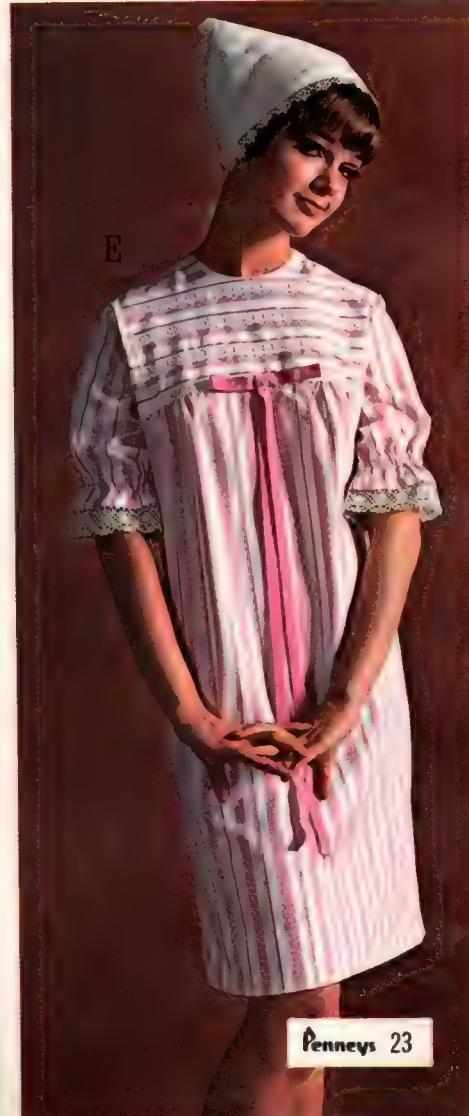
C CONTRAST STITCHING on platter collar and cuffs defines a neat 2-piece outfit. Woven-plaid cotton in multicolor brown by Dan River®. Zipper closing. Hand wash. 14 oz.
A 222-1075 B—Young Junior 6.84
A 222-1083 B—Young Petite Junior 6.84

D RUFFLE 'ROUND THE NECKLINE, a jumper full of joy. Fashion sings the praises of our Empire-style jumper in cotton poplin. Self-bow from waist, zipper back. Cotton lawn blouse with button back. Hand wash. Shpg. wt. 1 lb. 2 oz.
A 222-1000 B—Young Junior 6.84
A 222-1018 B—Young Petite Junior 6.84

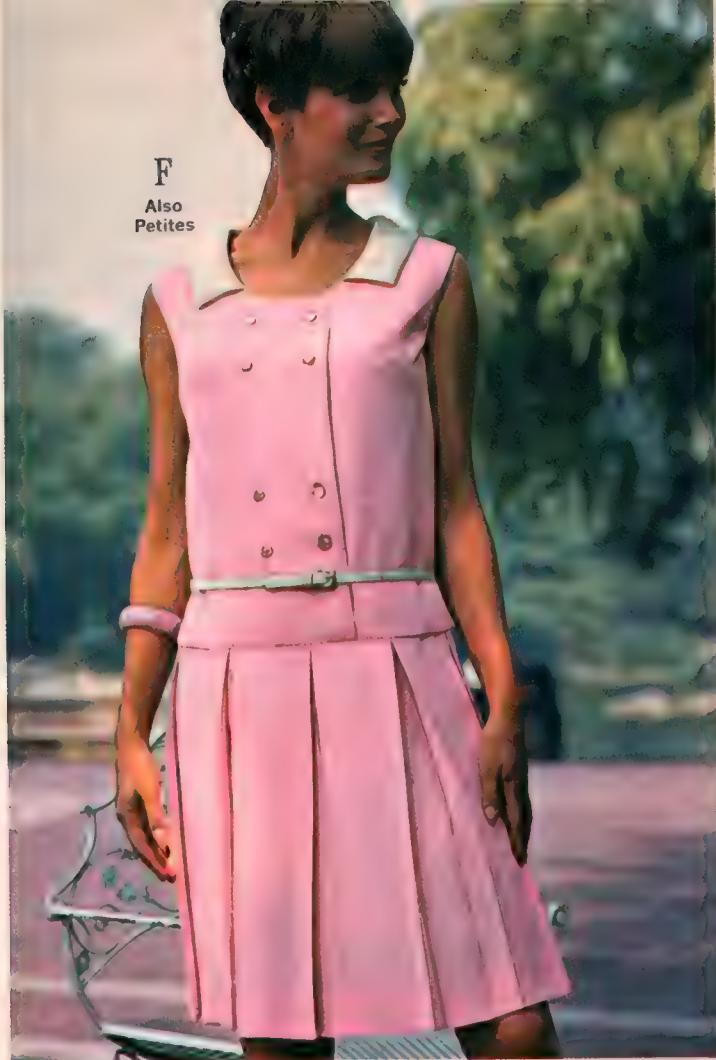
E LACE SETS THE MOOD for a zippered shift in woven-stripe cotton. High yoke, elasticized sleeves have lace trim. Rayon velvet streamer. Hand wash. Scarf not included.
Colors: 01 pink; 35 med. blue. State correct color number-and-name. Wt. 1 lb. 4 oz.
A 222-0937 D—Young Junior 6.84
A 222-0945 D—Young Petite Junior 6.84

See "How to Measure" on pages 540, 541

CHARGE IT—see page 521.







F
Also
Petites

Juniors

Full-Skirted Fragiles

A SWIRL-SKIRTED SILHOUETTE—white nylon sheer in permanent accordion pleats provides a pretty look for spring! It's underscored with a nylon net petticoat. At the waist, a band of delicate cotton lace—trimmed with bright bow and streamers to match the scoop-neck bodice of rayon-acetate. Back zipper. Entire dress acetate taffeta lined. Dry clean. Colors: 30 turquoise; 02 hot pink. State color number-and-name.

Junior sizes: 7, 9, 11, 13, 15. Please be sure to state size.

A 226-1303 D—Shipping weight 13 oz. 13.90

Petite Junior sizes: 5, 7, 9, 11, 13. Please state correct size.

A 226-1311 D—Shipping weight 13 oz. 13.90

B PALE AND FROSTY—a soft party look that couldn't be more simple! It's fashioned in nylon sheer with full bouffant skirt. The wrist-length sleeves are provocatively pretty—bateau neckline, scooped in back. Self cording and tiny bows at the waist—back zipper closing. It's completely underscored with acetate taffeta (except sleeves). Dry clean.

Colors: 17 maize; 78 white; 33 pastel blue. Please be sure to state color number-and-name when placing your order.

Junior sizes: 5, 7, 9, 11, 13, 15. Please state correct size.

A 226-1329 D—Shipping weight 11 oz. 12.90

Petite Junior sizes: 5, 7, 9, 11, 13. Please state correct size.

A 226-1337 D—Shipping weight 11 oz. 12.90

C JACKETED WITH LACE—a youthful look for prom or graduation! The delicate jacket is acetate-nylon lace with wrist-length sleeves and scallop-edged hem. Underneath, there's a full-skirted, sleeveless dress of nylon sheer over acetate taffeta. At the self-piped waist, a striking bow accent. Cotton buckram petticoat. Dry clean.

Colors: 01 pink; 78 white; 33 pastel blue. Please be sure to state color number-and-name when placing your order.

Junior sizes: 7, 9, 11, 13, 15. Please be sure to state size.

A 226-1287 D—Shipping weight 13 oz. 14.90

Petite Junior sizes: 5, 7, 9, 11, 13. Please state correct size.

A 226-1295 D—Shipping weight 13 oz. 14.90

The Accessories

D TINTABLE PUMP—fashion's afoot with our finely detailed pump. The uppers are blended cotton-rayon *peau de soie*—seamless with smart square throat. Full leather lining—leather outsoles and silent lifts. Medium height heel (2 1/8"). Swatch enclosed with each pair.

Sizes: full and half sizes. AA (narrow) width 7 to 10. B (medium) width 5 1/2 to 10. Please state size and width when you order.

A 602-5027 E—Shipping weight 1 lb. 2 oz. Pair 7.77

E DELICATE LACE HANDBAG AND GLOVES—a perfect accent for party fashions! See page 91 for description and ordering information.

The Crepe Look: *poised and pretty*

F COLOR CONTRAST marks this dress with feminine flair! It's fluidly stated in lustrous acetate-rayon crepe. The bodice drops low to a swinging box-pleated skirt. For dash, add the cream-colored collar, buttons and belt. Bodice acetate taffeta lined. Dry clean.

Colors: 01 pink/cream; 82 black/cream. State color number-name.

Junior sizes: 7, 9, 11, 13, 15. Please state correct size.

A 222-1091 D—Shipping weight 1 lb. 5 oz. 12.90

Petite Junior sizes: 5, 7, 9, 11, 13. Please state correct size.

A 222-1109 D—Shipping weight 1 lb. 5 oz. 12.90

G QUIET ELEGANCE—our two-part outfit of acetate-and-rayon crepe. At the waist, cream-colored piping and bowed band draw attention to the double layered crystal-pleated ruffles. The overblouse has a bateau neckline and back zipper closing. The skirt, a trim sheath with back zipper. Both parts completely lined with acetate taffeta. Dry clean.

Colors: 35 blue/cream; 82 black/cream. State color number-name.

Junior sizes: 5, 7, 9, 11, 13, 15. Please be sure to state size.

A 222-1133 D—Shipping weight 1 lb. 6 oz. 13.90

Misses sizes: 8, 10, 12, 14, 16. Please be sure to state size.

A 223-7360 D—Shipping weight 1 lb. 6 oz. 13.90

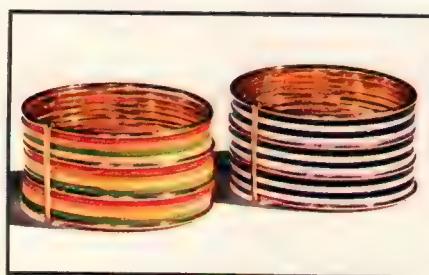


If in doubt about size, see pages 540, 541.



Order your usual size.
 If in doubt see pages 540, 541.

CHARGE IT—see page 521.



MULTIPLE BANGLE BRACELET—a colorful accent for your spring fashions. It's styled with vivid enamel on gleaming gold-tone metal.

Colors: 82 black/white; 53 Fiesta. Please state color number-and-name when ordering.

A 109-2105 C—Shpg. wt. 4 oz. 3.00

HAT SHOWN ON FIGURES [A] AND [C]
 SOLD ON FACING PAGE

Whipped cream® . . . in cool pastels



CARTWHEEL-BRIMMED HAT—seen in the best of fashion circles! It's done in woven straw with a ridged crown. Trimmed with rayon taffeta. Fits head sizes 21 3/4 to 22 1/2 inches.

Colors: 1 white; 2 white/black; 3 solid black; 4 navy blue. Please state color number-and-name.

A 107-0614 B—Wt. 1 lb.....3.89

Dacron® polyester crepe by Klopman . . . a wonderfully soft fabric that's easy on upkeep—crease-resistant, hand-washable, dries quickly . . . three youthful versions colored in fashion's important pale tones . . . low priced, too

A SMocked SHIFT—a sweet confection topped off with a stand-up ruffle collar. The idea repeats itself at the ruffled-and-smocked cuffs of the long full sleeves. There's a self tie belt to wear if you like a more fitted look. Back zipper closing.

Colors: 34 lt. blue; 01 lt. pink. State color number-and-name.

Junior sizes: 7, 9, 11, 13, 15. Please state size.

A 222-1208 D—Shipping weight 13 oz.....8.90

Petite Junior sizes: 5, 7, 9, 11, 13. Please state size.....

A 222-2644 D—Shipping weight 13 oz.....8.90

B SHELL TUCKING trims the bodice of our full-skirted dress. Turned-back cowl collar, buttoned cuffs. Self belt, back zipper.

Colors: 17 yellow; 34 light blue. State color number-and-name.

Juniors: 7, 9, 11, 13, 15. State size.

A 222-4152 D—Shpg. wt. 12 oz...10.90

Petites: 5, 7, 9, 11, 13. State size.

A 222-4160 D—Shpg. wt. 12 oz...10.90

Misses: 8, 10, 12, 14, 16. State size.

A 223-7394 D—Shpg. wt. 14 oz...10.90

C LACE-FROSTED DUET—cotton-nylon lace borders draw attention to our two-part outfit. The overblouse is lace-accented at hem and cuffs—back button closing. The swinging skirt flares from a whirl of all-around permanent pleats—side zipper closing.

Colors: 24 mint green; 17 yellow. Please be sure to state color number-and-name.

Juniors: 7, 9, 11, 13, 15. State size.

A 222-4178 D—Shpg. wt. 1 lb. 2 oz...13.90

Misses: 8, 10, 12, 14, 16. State size.

A 223-7386 D—Shpg. wt. 1 lb. 2 oz...13.90

B
Also
Petites,
Misses

C
Also
Misses



Fashion adrift . . . the Voiles

A feminine, floating way to greet spring and summer . . . the fabric: sheer, lightweight Dacron® polyester and cotton voile . . . all hand washable



A

Also
Petites

A WHITE-COLLAR SHIFT—fashion that does its job with ease and flair! The V-shaped neckline sports a double-layered white collar softly accented with a large polka-dot bow—triple-buttoned cuffs echo the contrast at the full illusion sleeves. For a more fitted look, add the self tie belt. Fully self lined (except sleeves)—back zipper closing to below the waist.

Colors: 79 frosted gray; 34 frosted blue. Please be sure to state correct color number-and-name when ordering.

Junior sizes: 7, 9, 11, 13, 15. Please be sure to state size.

A 222-4194 D—Shipping weight 1 lb. 2 oz. 10.90

Petite Junior sizes: 5, 7, 9, 11, 13. Please state size.

A 222-4202 D—Shipping weight 1 lb. 2 oz. 10.90

B DOUBLE PLAY—fashion scores points with this demure two-part outfit! Wide ruffles rest softly at the bowed V neck and overblouse cuffs—back zipper closing. The skirt is a slim sheath with side zipper. Both parts are self lined (except illusion sleeves).

Colors: 04 cranberry; 34 frosted blue. State color number-and-name.

Juniors: 7, 9, 11, 13, 15. State size.

A 222-4210 D—Wt. 1 lb. 1 oz. 12.90

Petites: 5, 7, 9, 11, 13. State size.

A 222-4236 D—Wt. 1 lb. 1 oz. 12.90

C THE BLOUSON—you can tell fashion by its spots! The polka-dotted blouson bodice tops a filmy, fluid trumpet-shaped skirt that's definitely on the move! At the scooped neck, a large self bow for dash. Fully lined with acetate taffeta—back buttoned. In brown with white as shown.

Junior sizes: 5, 7, 9, 11, 13, 15. Be sure to state size when you order.

A 222-4186 B—Wt. 1 lb. 4 oz. 11.90

Buy your complete spring wardrobe and CHARGE IT—see page 521.



B

Also
Petites

C

Talented duets for

Juniors

For spring and summer: the important look of fashion-in-parts . . . choose from four styles

A BOLD, BRIGHT AND GEOMETRICALLY PRECISE! An important fashion look, here in a neat two-piece crepe-stitched knit of Orlon® acrylic—bonded to a built-in acetate tricot lining. The overblouse is faced with acetate taffeta at jewel neck and armholes—back zipper. Sheath skirt has elasticized waist. In yellow, black and white combination as shown. Dry clean.

Junior sizes: 5, 7, 9, 11, 13, 15. Please state size.

A 222-5373 B—Shipping weight 1 lb. 4 oz..... 8.90

B RICH TEXTURE highlights our chic sleeveless suit in a wheat-hued blend of rayon, cotton and linen. The box-styled jacket is dashed with bright-buttoned mock pockets—lined with a cotton paisley print to match the notched-collared blouse underneath. The slim skirt has elasticized waist. Dry clean.

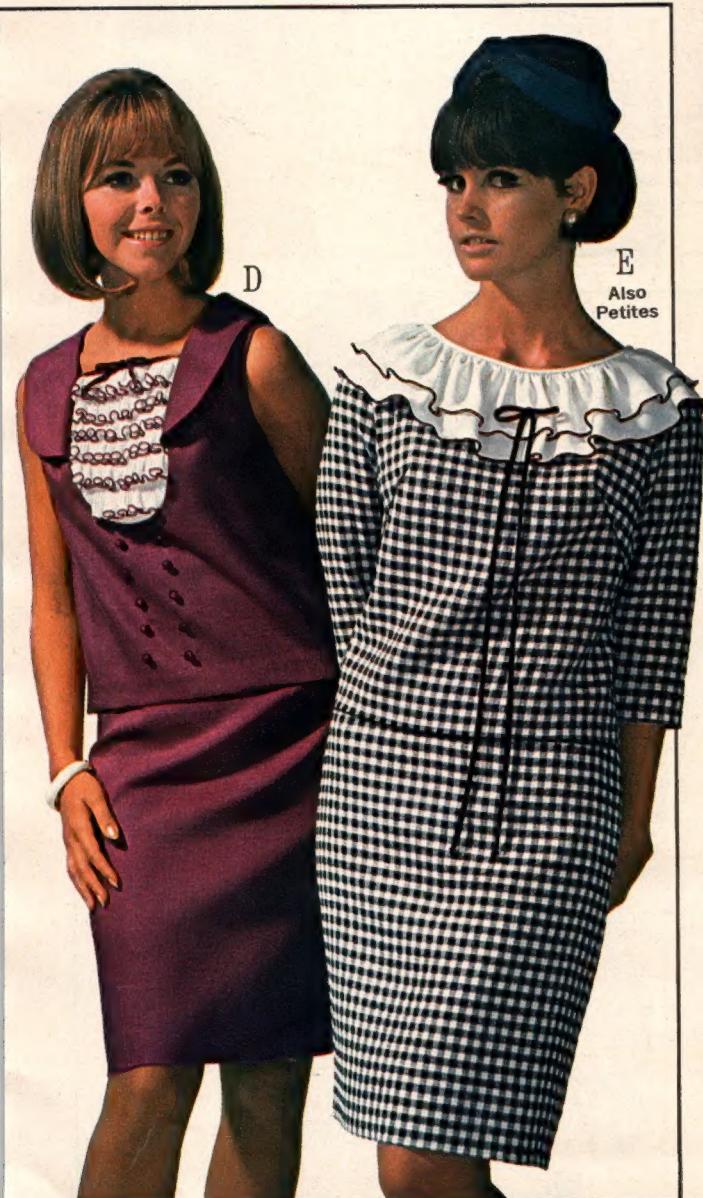
Junior sizes: 5, 7, 9, 11, 13, 15. Please state size.

A 222-5365 B—Shipping weight 1 lb..... 12.90



C THREE-TIER HALO—a demure little hat in a rayon straw-like fabric. Face veil covers the crown. Fits all headsizes.

Colors: 02 romance pink; 52 beige; 35 sapphire blue; 82 black. State color number-and-name. A 107-0515 C—Wt. 1 lb... 2.89



D THE ACCENTS AT THE NECK of our textured two-piecer. It's crisply fashioned in rayon with the look of fine linen. At the horse-shoe collar, a tiered pleated-ruffle bib of white Dacron® polyester and cotton batiste—spiced with rayon velvet bow, contrast stitching. For that extra touch, add the tiny button trim in two rows—back zipper. Slim skirt with side zipper. Hand wash.

Junior sizes: 5, 7, 9, 11, 13, 15. Please state size.

Colors: 04 cranberry; 82 black. Please be sure to state correct color number-and-name when placing your order.

A 222-5340 D—Shipping weight 1 lb. 6 oz..... 9.90

E BLACK AND WHITE checking boldly into spring! Here they contrast to pattern our two-part outfit in a carefree blend of rayon and acetate. The bateau neckline is softly accented with a double-layer ruffled collar of white rayon-acetate crepe—trimmed with black piping and streamered bow. Back-zippered overblouse—back-zippered sheath skirt. Dry clean.

Junior sizes: 7, 9, 11, 13, 15. Please state size.

A 222-5357 B—Shipping weight 1 lb. 6 oz..... 9.90

Petite Junior sizes: 5, 7, 9, 11, 13. State size.

A 222-4863 B—Shipping weight 1 lb. 6 oz..... 9.90



Hat sold on page 77.



E
Also
Misses

Juniors

Dacron®-Cotton Poplin

For Juniors and Petite Juniors . . .

The perfect fabric for a casual way of life . . .
Dacron polyester, cotton poplin! It's long
wearing, crease resistant—keeps its freshness
. . . So easy to care for, too—hand washable,
requires just touch-up ironing

A LETTER PERFECT! Our dropped-waist shift has a matching monogrammed kerchief—just follow the directions sent with the dress and you can have the scarf personalized with your own initials or name at no extra cost. The easy shift is detailed with contrast stitching at collar, button closing, mock-pocketed hip-line. Scarf is edged with white embroidery. In denim blue.

Junior sizes: 7, 9, 11, 13, 15. Please state size.
A 222-4830 B—Shipping weight 1 lb. 2 oz. 7.90

Petite Junior sizes: 5, 7, 9, 11, 13. Please state size.
A 222-4848 B—Shipping weight 1 lb. 2 oz. 7.90

B CHECKS—WITH A NAUTICAL FLAVOR! A shift shaped with slight fit through the bodice. The center of attention is the collar with white stars-and-stripes trim, tie with streamers to the hipline. Self faced at neck and armholes. Back zipper.

Colors: 01 pink; 35 med. blue. State color number-and-name.
Junior sizes: 7, 9, 11, 13, 15. Please state size.
A 222-4798 D—Shipping weight 1 lb. 1 oz. 8.90

Petite Junior sizes: 5, 7, 9, 11, 13. Please state size.
A 222-4806 D—Shipping weight 1 lb. 1 oz. 8.90

C EASY A-LINE—a relaxed skimmer that's patterned with checks. At the U-shape neckline, a face-framing scalloped collar of white textured rayon—piped to match the bow and button trim of the bodice. For a deft accent, add the loop-held plastic belt—low and loose at the hipline. Back zipper.

Colors: 84 gold; 35 med. blue. State color number-and-name.
Junior sizes: 7, 9, 11, 13, 15. Please state size.
A 222-4814 D—Shipping weight 1 lb. 3 oz. 8.90

Petite Junior sizes: 5, 7, 9, 11, 13. Please state size.
A 222-4822 D—Shipping weight 1 lb. 3 oz. 8.90

D THE SWINGING SAILOR LOOK—there's lots of action in this two-tone, two-part outfit! The cream-colored skirt is on the move with a round of permanent pleats—side zipper. Chelsea-collared overblouse is blue—snap-detachable dickey. Stitch-tailed collar, ball-button trim to match skirt. Back zipper.

Junior sizes: 7, 9, 11, 13, 15. Please state size.
A 222-4277 B—Shipping weight 1 lb. 10 oz. 10.90

Petite Junior sizes: 5, 7, 9, 11, 13. Please state size.
A 222-4285 B—Shipping weight 1 lb. 10 oz. 10.90

E EFFORTLESS ENSEMBLE—a coat-and-shift outfit that scores points with simple, clearcut lines. The coat is a crisp-textured rayon with buttoned front and pretend-pocket accents. Underneath, a plaid poplin shift with pointed collar and neck tie—button-cuff sleeves, back zipper. Dry clean coat.

Colors: 01 pink; 35 med. blue. State color number-and-name.
Junior sizes: 7, 9, 11, 13, 15. Please state size.
A 222-4772 D—Shipping weight 1 lb. 2 oz. 13.90

Petite Junior sizes: 5, 7, 9, 11, 13. Please state size.
A 222-4780 D—Shipping weight 1 lb. 2 oz. 13.90

Misses sizes: 8, 10, 12, 14, 16. Please state size.
A 223-7402 D—Shipping weight 1 lb. 2 oz. 13.90

F JUMP FOR JOY! Our jumper and blouse make a lively pair. The poplin jumper sports bright brass-tone metal buttons on the front—precise A-line skirt with godet pleats. The blouse is a harmonizing cotton print with large Peter Pan collar, roll-up sleeves and back opening. In green as shown.

Junior sizes: 7, 9, 11, 13, 15. Please state size.
A 222-4756 B—Shipping weight 1 lb. 8 oz. 7.90

Petite Junior sizes: 5, 7, 9, 11, 13. Please state size.
A 222-4764 B—Shipping weight 1 lb. 8 oz. 7.90



Order your usual size.
If in doubt, see pages 540, 541.

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